

# ORDER

**KSNV**

**Orders**  
**Order / Rev:** 108122  
**Alt Order #:** 06866388  
**Product Desc:** Horsford/DCCC  
**Estimate:** 2193  
**Flight Dates:** 10/23/12 - 10/23/12  
**Original Date / Rev:** 10/22/12 / 10/22/12  
**Order Type:** GENERAL

**Primary AE:** Amy McCreary  
**Sales Office:** BLPHI  
**Sales Region:** National

**Agency**  
**Name:** GMMB, Inc./ Washington D.C.  
**Buying Contact:**  
**Billing Contact:**  
 Washington Harbor  
 Washington, DC 20007

**Billing Type:** Cash  
**Billing Calendar:** Broadcast  
**Billing Cycle:** EOM/EOC  
**Agency Commission:** 15%

**Advertiser**  
**Name:** DCCC/ Horsford  
**Demographic:** A35+  
**Product Codes:** PLC02  
**Priority:** SELECT PRIORITY CODE  
**Revenue Codes:** POLITICAL/AGY, PCAN, GEN

**New Business Thru:**  
**Order Separation:** 00:05:00  
**Advertiser External ID:**  
**Agency External ID:**

**Bill Plan**

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/23/12	16	\$15,125.00	\$12,856.25

**Totals**

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	16	\$15,125.00	\$12,856.25	0.00
<b>Totals</b>	<b>16</b>	<b>\$15,125.00</b>	<b>\$12,856.25</b>	<b>0.00</b>

**Account Executives**

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

**Order Share**

	Share	Total
KSNV	24%	\$15,125.00
Market	100%	\$63,020.83

**Competitive Share**

	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	27%	\$17,015.62
KLVS	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	25%	\$15,755.21
KTUD	1%	\$630.21
KVVU	18%	\$11,343.75
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	5%	\$3,151.04

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/23/12	M-F 5-6a WakeUp w/WagM	5-6a		-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
WAKE UP WITH THE WAGNERS REV DATE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$450.00		0.00			

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	10/23/12	10/23/12	M-F 5-6a WakeUp w/Wagners M-F 5-6a WakeUp w/Wagners WAKE UP WITH THE WAGNERS REV DATE	CM	5-6a	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		0.00						
E 2	KSNV	10/23/12	10/23/12	M-F 6-7a WakeUp w/Wagners M-F 6-7a WakeUp w/Wagners WAKE UP WITH THE WAGNERS ALL SPOTS MUST RUN ON TUE 10/23	CM	6-7a	-T-----	:30	1	\$700.00	1	0.00	NM	1	\$700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$700.00		0.00						
E 3	KSNV	10/23/12	10/23/12	Today Show Today Show TODAY SHOW ALL SPOTS MUST RUN ON TUE 10/23	CM	658a-9am	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$900.00		0.00						
E 4	KSNV	10/23/12	10/23/12	M-F Today Show II 3rd Hour M-F Today Show II TODAY SHOW II ALL SPOTS MUST RUN ON TUE 10/23	CM	9-10a	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$425.00		0.00						
E 5	KSNV	10/23/12	10/23/12	Rachael Ray Rachael Ray RACHEL RAY ALL SPOTS MUST RUN ON TUE 10/23	CM	11am-12pm	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$325.00		0.00						
E 6	KSNV	10/23/12	10/23/12	Noon News Noon News NEWS 3 AT NOON ALL SPOTS MUST RUN ON TUE 10/23	CM	12-1230pm	-T-----	:30	1	\$425.00	1	0.00	NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$425.00		0.00						
E 7	KSNV	10/23/12	10/23/12	The Agenda 1230pm The Agenda 1230pm NEWS 4: THE AGENDA ALL SPOTS MUST RUN ON TUE 10/23	CM	1230-1p	-T-----	:30	1	\$325.00	1	0.00	NM	1	\$325.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$325.00		0.00						
E 8	KSNV	10/23/12	10/23/12	Dr. Phil Dr Phil DR. PHIL ALL SPOTS MUST RUN ON TUE 10/23	CM	3-4p	-T-----	:30	1	\$450.00	1	0.00	NM	1	\$450.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$450.00		0.00						
E 9	KSNV	10/23/12	10/23/12	NEWS 3 at 4 (1 HOUR) 4PM NEWS (1 hour) FIRST NEWS 3 AT FOUR ALL SPOTS MUST RUN ON TUE 10/23	CM	4-5pm (4:00 PM-4:30 PM)	-T-----	:30	1	\$725.00	1	0.00	NM	1	\$725.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$725.00		0.00						
E 10	KSNV	10/23/12	10/23/12	M-F Early News M-F Early News EARLY NEWS ALL SPOTS MUST RUN ON TUE 10/23	CM	5-630p	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,200.00		0.00						
E 11	KSNV	10/23/12	10/23/12	M-F Jeopardy M-F Jeopardy JEOPARDY ALL SPOTS MUST RUN ON TUE 10/23	CM	630-7pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,300.00		0.00						
E 12	KSNV	10/23/12	10/23/12	M-F Wheel M-F Wheel of Fortune WHEEL OF FORTUNE ALL SPOTS MUST RUN ON TUE 10/23	CM	7-730pm	-T-----	:30	1	\$1,300.00	1	0.00	NM	1	\$1,300.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		10/22/12	10/28/12	-T-----	1		\$1,300.00		0.00						
E 13	KSNV	10/23/12	10/23/12		CM	730-758pm	-T-----	:30	1	\$900.00	1	0.00	NM	1	\$900.00

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FacetoFace/Ralston Repc															
FacetoFace/Ralston Report															
FACE TO FACE W/ JON RALSTON ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$900.00		0.00			
E 14	KSNV	10/23/12	10/23/12	Tues PR 8-9p	CM	8-9pm	-T-----	:30	1	\$4,000.00	1	0.00	NM	1	\$4,000.00
Tuesday Prime 8-9pm															
THE VOICE ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$4,000.00		0.00			
E 15	KSNV	10/23/12	10/23/12	M-F News 3 at Eleven	CM	11pm-1135pm	-T-----	:30	1	\$1,200.00	1	0.00	NM	1	\$1,200.00
M-F News 3 at Eleven															
NEWS 3 NIGHTSIDE ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$1,200.00		0.00			
E 16	KSNV	10/23/12	10/23/12	The Tonight Show	CM	1135p-1236a	-T-----	:30	1	\$500.00	1	0.00	NM	1	\$500.00
Tonight Show															
TONIGHT SHOW W/ JAY LENO ALL SPOTS MUST RUN ON TUE 10/23															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/22/12	10/28/12	-T-----					1	\$500.00		0.00			
													Totals	16	\$15,125.00